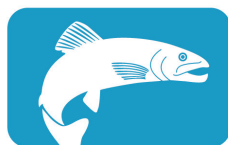


ANNUAL REPORT

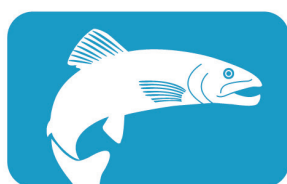
FALL 2013/2014

Our experiences over the last year



WILDLIFE
LEADERSHIP
ACADEMY

The Wildlife Leadership Academy is a cooperative initiative of various state agencies and conservation organizations. It is coordinated and administered by the **Pennsylvania Institute for Conservation Education**, a 501(c)(3) non-profit organization.
www.PICEweb.org



WILDLIFE
LEADERSHIP
ACADEMY

OUR MISSION

The mission of the Wildlife Leadership Academy is to empower youth to become ambassadors for wildlife conservation in order to ensure a sustained wildlife legacy for future generations.

At each field school, we ask the adult participants to describe how they felt after the field school. PA Drummers adult mentor, Claire, wrote, “...so inspired to see the energy of the up and coming leaders in the field of conservation. These students will make positive change.”

This is exactly what we strive to do at the Wildlife Leadership Academy. In our 8th year, we believe that we are empowering a group of teens each year not only through knowledge

but by also teaching leadership skills. Most importantly, we ask them to put everything they have learned together in order to engage their home community. We agree with Claire, they will make a difference. I have always believed that when you set expectations high - people will rise to meet them. Every year our students at the Academy break the stereotypes of teenagers and show us that they are ready and willing to make a difference for conservation

of our natural resources. We are excited to share in our Annual Report this year, our experiences over the last year, our students' outreach successes and an amazing summer field school season!

Executive Director,
Pennsylvania Institute for
Conservation Education

KNOWLEDGE+ LEADERSHIP

Led by experts including biologists and educators from across the state, every field school requires students to engage in hands-on experiences about each focus species and its habitat. Subjects range from anatomy and physiology to plant collection and identification. The students are also challenged to become leaders during the week by participating in media interviews, speaking to their peers about what inspires them, and debating current conservation topics.



COMMUNITY LEADERS

Through our mentorship after the field school, students take their knowledge and leadership skills back to their communities to participate in outreach through:

- EDUCATION
- SERVICE WORK
- MEDIA ENGAGEMENT
- CREATIVE ARTS

Through a framework of guidelines, Academy youth keep a record book of their accomplishments. This documentation includes who they connected with and how they connected with them. These record books are evaluated and the students are rewarded for their accomplishments through incentive trips, college scholarships, and invitations to attend the next year's field school.



PENNSYLVANIA BUCKTAILS

The Pennsylvania Bucktails field school celebrated its 8th year in 2014 and continued its tradition of high quality education focusing on white-tailed deer and their habitat. THE DETAILS: 18 new students, 4 youth mentors and 4 adult mentors from 13 counties in Pennsylvania. One student attended from Berkley County, West Virginia.



PENNSYLVANIA BROOKIES

The Pennsylvania Brookies field school celebrated its 2nd year in 2014 and continued its high quality education focusing on brook trout and coldwater conservation. THE DETAILS: 18 new students, 4 youth mentors, 2 youth apprentices and 4 adult mentors from 15 counties in Pennsylvania. One student attended from Cecil County, Maryland.



"My experience at the Wildlife Leadership Academy was one of the most impactful in my life." - Morgan C., 2014 Student

PENNSYLVANIA DRUMMERS

The Pennsylvania Drummers field school returned to celebrate its 3rd year in 2014 and its tradition of high quality education focusing on Ruffed Grouse and their habitat. THE DETAILS: 13 new students, 3 youth mentors and 4 adult mentors from 11 counties in Pennsylvania.



2014 FIELD SCHOOLS the next generation

WE ARE GROWING! 2014 is the first year that the Institute, with the support of its partners, has offered three field schools to the youth of Pennsylvania. *This year, 60 teens attended three field schools from 29 counties across Pennsylvania.*

The Academy offered high-achieving youth, ranging in age from 14 to 17 years old, a comprehensive study of Pennsylvania's wildlife and fish species. **Pennsylvania Bucktails**, focused on white-tailed deer, was June 17-21 and took place at Stone Valley Recreation Area in Huntingdon County. **Pennsylvania Brookies** field school, which focused on our state fish, the brook trout, was July 8-12 and took place at the Sieg Conference Center in Clinton County. **Pennsylvania Drummers** field school

focused on our state bird, the Ruffed Grouse, was July 22-26 and took place at Powdermill Nature Reserve in Westmoreland County.

Leaving the field schools feeling inspired and energized, Academy students have returned home to share what they learned with their schools, conservation organizations, local parks and more. They will keep a record of their conservation outreach efforts in the areas of education, service work, media engagement and the creative arts. Our hope is that the leadership of Academy youth in their home communities will inspire others to care more about conservation and, therefore, act more on behalf of the environment.

AFTER FIELD SCHOOL

community impact

EDUCATION

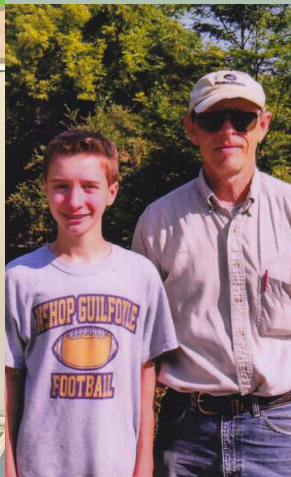
After field school, youth give educational presentations at their sportsmen's clubs and school classrooms, share their tri-folds at local locations like their libraries and businesses and create new educational tools.



Lauren M. volunteers for the Bucks County Conservation District at a local outdoors show.

SERVICE

Youth are encouraged to participate in activities with wildlife biologists and assist local conservation organizations with field projects like stream cleaning and habitat enhancement.



Nick N. assisted his local Trout Unlimited chapter with a stream restoration project.

MEDIA ENGAGEMENT

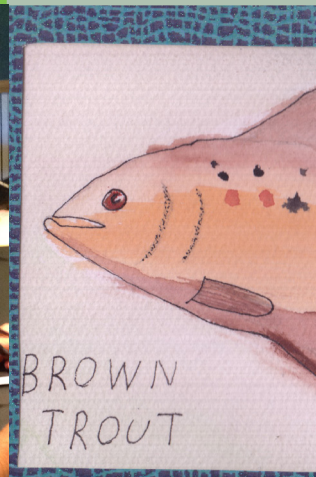
After field school, youth write articles for their local papers, conservation magazines and newsletters and the Academy blog. They also engage with local media through interviews with their community newspapers and radio stations.



Rachel S. is interviewed about her Academy experience by the local radio station in Susquehanna County.

CREATIVE ARTS

We encourage connection with the outdoors through the arts after field school. Students create portfolios of nature photos, write journal entries about their experiences in the natural world, sketch, paint and more!



Jacob S. from Wyoming county painted this trout to use with his presentations about trout.

"My whole life changed since attending the Wildlife Leadership Academy where I talked to so many knowledgeable adults who wanted to spend time with the other teenagers that were there with me. These adults opened my eyes to what I could do to teach everyone else in the world about the passion I have for the outdoors." - Luke Benzinger, Academy student

THE BIG PICTURE

In the last eight years, over 200 Pennsylvania teens from 54 counties in the state have participated in Wildlife Leadership Academy. These students have taken the Academy's mission to heart. To date, graduates have conducted 932 conservation education, communication, and service projects; engaged in more than 4,000 contact hours with the public; and reached an audience of more than 20,000 Pennsylvania citizens across the Commonwealth.

54

Number of Pennsylvania counties, since 2007, that Academy youth hail from. Our conservation ambassadors span the state!

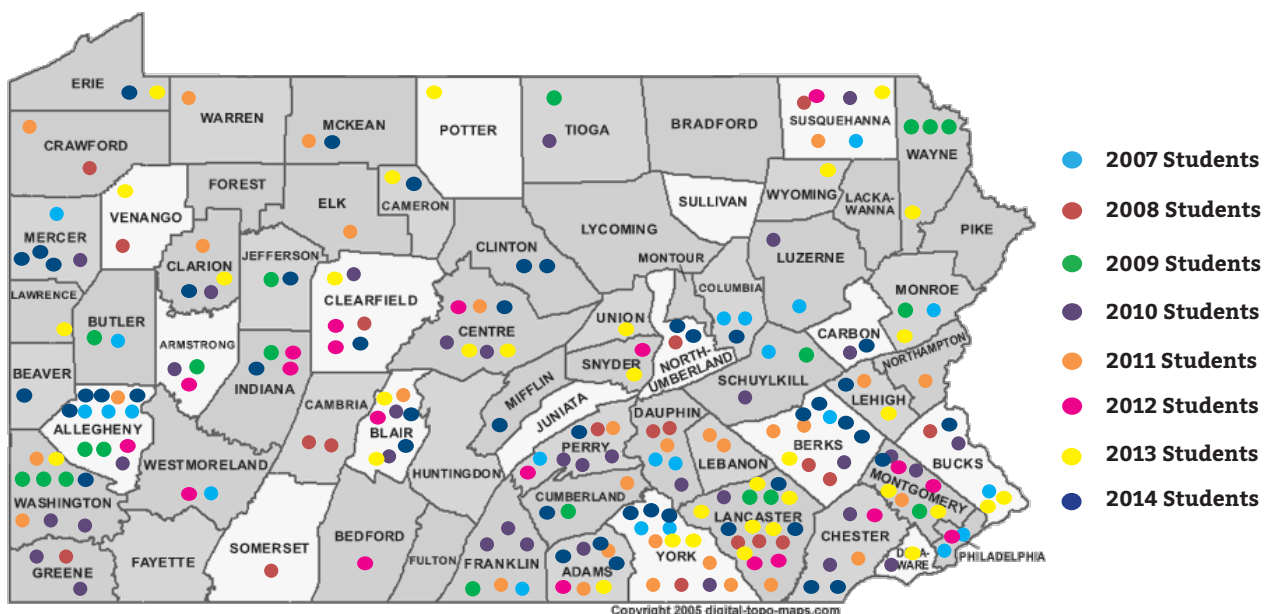
932

Number of projects conducted by our youth in the areas of conservation education, community service and media communication.

20,000

Number of hours the Wildlife Leadership Academy youth have put toward education, communication, service and the arts.

DISTRIBUTION OF ACADEMY GRADUATES





“Wildlife Leadership Academy is the best conservation program...it is so focused on teaching the next generation how to conserve and protect the wildlife, and the resources that we have, so that our next generation and even us, will be able to enjoy it for years to come.” -Academy Youth Participant

OUR FOCUS

TO CREATE THE NEXT GENERATION OF
CONSERVATION LEADERS



LOOKING FORWARD

president's message

As we moved forward into 2014, the board of directors agreed that reaching more youth through our Wildlife Leadership Academy program was a priority. With this in mind, we expanded our team, adding staff member, Katie Cassidy, as a program assistant and Mark Banker as a fundraising consultant. With this team accompanied by our executive director, Michele Kittell, we, for the first time, offered three field schools to the youth of Pennsylvania. A total of 60 students came through our programs this year from 54 counties across the commonwealth – a success we are very proud of!

Into 2015, the board will work with our team to strengthen the Institute's mission to provide an education forum for connection through the outdoors.

We will continue to focus on the Wildlife Leadership Academy as we:

EXPAND – In order to provide more opportunities for youth to connect with the outdoors, over the next three years we plan to add three more field schools. This will allow us to empower more youth through education and leadership development and in turn reach more citizens across the state with conservation messages. This will also allow more opportunities for teachers to serve as mentors at the Academy and learn alongside the students.

CONNECT – As we develop a corps of students who leave the field schools educated and motivated about our natural resources, we want to focus on nurturing that excitement. We

will continue to facilitate positive connections for our students through attendance at professional meetings, college visit days and field trips.

BUILD RELATIONSHIPS – We will continue our partnerships and build new ones with experts in the fields of wildlife, fisheries and habitat conservation in order to offer the best quality programming possible to the youth and adults who attend the Academy program.

We look forward to engaging with you as we advance our mission.

Joseph M. Reibman, Esq.
Board President

FINANCIALS

2014

2014 EXPENSES THROUGH AUGUST	TOTAL
Salaries & Wages	\$50,804
Intern Wages	\$4,500
Payroll Expenses	\$6,833
Workers Comp Insurance	--
Accounting Fees	\$3,614
Professional Fees - other	\$5,390
Office Supplies	\$705
Program Supplies	\$11,508
Food Supplies	--
Technology: Computer/Software	\$2,287
Fundraising	\$104
Telephone	\$443
Postage, Shipping, Delivery	\$975
Website & Internet	\$324
Program Transportation Rental	\$1,707
Equipment Vehicle Rental	\$2,040
Printing & copying	\$2,190
Promotions & Publications	\$1,052
Program Facility	\$7,975
Program Meals	\$17,618
Office Rental - Utilities & Storage	\$1,674
Travel and Meeting Expenses	\$3,828
Auto Fuel	\$617
Depreciation & Amort. Expense	--
Insurance - Auto, Liability, Directors	\$2,068
Membership Dues	\$210
Background Checks	\$219
Bank Charges	\$217
Misc - Other	\$34
TOTAL	\$128,936

Income through August

Individual Contributions	\$10,059
Scholarship Contributions	\$6,004
Foundations	\$123,225
Earned Revenue - Tuition	\$15,966
Total 2014 Income	\$155,504

YOUTH SCHOLARSHIP SUPPORT

Tuition for the field school is \$500.

Each year, the Institute offers three types of scholarship support for our students:

- tuition scholarships for new youth,
- tuition scholarships for students who return as mentors to the new class and
- college scholarships for top youth outreach.

2014 Awarded Scholarships

New Youth (29)	\$8,900
Youth Mentors (11)	\$5,550
College Scholarships (2)	\$1,000
Total 2014 Support	\$15,400

GROWTH - Over the next three years, the Institute plans to offer three additional field schools focusing on new species including bear, raptors and elk. Each additional field school is estimated to cost \$80,000.

FINANCIAL SUSTAINABILITY

Into 2015, to sustain ourselves financially we are working to diversify our income through individual and corporate donations with the support of a fundraising consultant. The Academy is an approved program for Pennsylvania's Educational Improvement Tax Credit Program (EITC) where businesses can donate funds and receive tax credits for their support. Furthermore, each year our partners provide in-kind support at an estimated amount of \$20,000 in the form of volunteer time and resources, defraying program and administration costs. The 2014 program had 65+ volunteers donate their time to teach and mentor our participants. Additionally, the Institute has a 100% giving policy, where each member of the Board of Directors pledges to make a personal donation.

"I want to help promote conservation by helping to create future conservationists. The Wildlife Leadership Academy changed my life and I want others to have that same experience." -Sarah M., Academy student, on why she participated in the Pay It Forward Campaign



PAY IT FORWARD

Pay It Forward is our annual campaign where we challenge the current year's class of students to raise \$500 each and pay it forward to the new class of incoming students. Through a combination of the students' fundraising, past parents, board donations and other private donors, the 2013 end of the year campaign raised \$10,000 to "Pay It Forward" to 2014 program. Our goal this year is to raise \$30,000 to Pay It Forward to the class of 2015.

WHEN YOU INVEST IN OUR STUDENTS YOU INVEST IN THE NEXT GENERATION OF CONSERVATION LEADERS

Why Invest in Us? Through a continuing year-long training and community service experience for teens, the Wildlife Leadership Academy's program approach uniquely addresses:

- the need for attention toward science literacy;
- the need for workforce preparation and leadership training among youth; and
- the need for increased public awareness of wildlife and habitat conservation.

The Academy is a unique and high quality program because:

Leading professionals in the field teach at each field school. Wildlife biologists, media professionals, and educators from across the state engage students in hands-on learning about the anatomy, behavior, botany, population dynamics, ecology and habitat management of a particular Pennsylvania wildlife or fish species.

Students develop valuable leadership and communication skills. Students practice public speaking and learn how to communicate through print media, television and radio interviews, and educational programs. During the field school, students participate in group presentations and projects, a mock town meeting, and team-building exercises to build leadership and interpersonal skills.

Students extend their knowledge after the field school in their communities through outreach, in the form of public education and service work, assistance with scientific research, media interaction including press releases and interviews, and creative art projects.

Teachers are engaged in high quality, inspirational and unique educational setting. At the field school, teachers who participate learn alongside the youth participants, serving as the primary mentors and motivators of their team, guiding them as they push themselves academically, physically, and emotionally. Teachers leave the field school excited and inspired with tools that enhance their classroom and with the opportunities to obtain college and ACT 48 credits.



CREATING conservation leaders

The Wildlife Leadership Academy is more than a one week field school. It's an experience that lasts a lifetime.

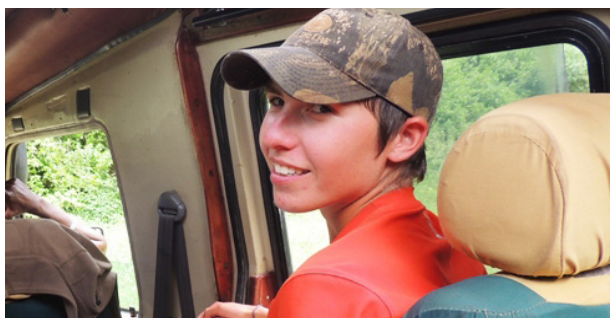
Beyond one week, beyond one year, we invest in our students. As students excel in their community outreach, they are encouraged to return to the Academy. Students come back as youth mentors their second year and as apprentices helping behind the scenes their third. Top outreach

achievements qualify students for educational field trips and college scholarships. For the first time in 2014, we partnered with Penn State Dubois on a college visit day to the wildlife department, supporting students' interests in the wildlife conservation field. We recognize that our

students are the future of the Academy and have continued to engage them into their college years. This year, four Academy alumni served as support staff at the field schools helping with logistics, instruction and leading key sessions. In the fall of 2014, we plan to work with Appalachian

State University to complete a comprehensive survey of where our students are and the impact the Academy had on their conservation involvement. **Our goal is to create an experience that lasts a lifetime.**

WHERE ARE our students now?



ROBERT RITSON

Bucktails 2009, Youth Mentor Drummers 2010

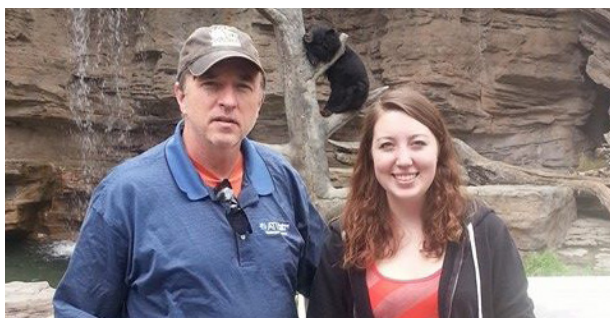
Rob attends Penn State as a Wildlife & Fisheries Science student, he is a member of The Wildlife Society student chapter and has participated in research from studying bobcat populations on Cumberland Island National Seashore to game bird distributions in Northern Tanzania.



ELISABET BJANES

Bucktails Student 2008, Youth Mentor 2009

This spring, Elisabet graduated with honors from the Schreyer Honors College at Penn State University double majoring in Immunology & Infectious Diseases & Toxicology. This fall, she is starting graduate school at the University of Pennsylvania to study microbiology.



BRITTNEY KUNST

Bucktails Student 2010, Youth Mentor 2011

Brittney will be graduating from Unity College in the spring of 2015 with a degree in Captive Wildlife Care & Education. This summer she was the Bear Mountain Intern at the Denver Zoo. She said the Academy taught her a great deal about conservation issues, and how to communicate with others about them.



DAVID GROW

Bucktails Student 2011, Youth Mentor 2012

David is currently attending Kutztown University where he majors in Biology and is mentored by Academy Bucktails field school instructor and Kutztown professor, Chris Sacchi. This past summer David worked with the Appalachian Trail Conservancy collecting data about invasive plant species as well as for his own research.

"The Wildlife Leadership Academy helped to verify my career interest of becoming a wildlife biologist." -Jackie Rosenberger, Academy alumni

OUR SUPPORTERS

Sponsor

Program Sponsors - Provide a financial contribution to support the operating costs of the program.

Pennsylvania Game Commission

Platinum Sponsor (\$10,000+ donation)

Foundation + Business Support

The following foundations, agencies and businesses have invested in the Academy's mission.

Richard King Mellon Foundation
Colcom Foundation
Grable Foundation
PA Department of Environmental Protection
Friends of the NRA Foundation
Foundation for PA Watersheds
Heritage Helping Hand Foundation
Laurel Foundation
Schuylkill Area Community Foundation
Amaranth Foundation
PPL Corp and Affiliates
Sordonoi Family Foundation

Youth Scholarship Contributors

The following organizations/foundations support our efforts to continue to offer Academy tuition scholarships as well as college scholarships to youth who excel in their outreach activities.

Cameron County Outdoor Youth Activities
Clinton County Conservation District
Federated Sportsmen of Lancaster County
Lancaster County Conservation District
Lehigh Valley Audubon Society
McKean County Conservation District
Merrill Linn Land & Waterways Conservancy
Quality Deer Management Association (QDMA),
PA State Advisory Council
PA QDMA, North Central Whitetails
PA QDMA, Southeast Branch
PA QDMA, Susquehanna Branch
Rocky Mountain Elk Foundation

Youth Scholarship Contributors *continued*

The Pennsylvania Wildlife Federation
The Wildlife Society, PA Chapter
Pennsylvania Council of Trout Unlimited
Quittapahilla Audubon Society

Partnering Agencies + Organizations

Provide support in the form of staff time as instructors/mentors and/or Advisory Team members, facility use, equipment or materials.

Advanced Telemetry Systems, Inc.
Bass Pro
Cabela's
Cedar Crest College - School of Adult and
Graduate Education
Cedar Springs Trout Hatchery
Clearwater Conservancy
Clinton County Conservation District
Hunters Sharing the Harvest
Isaac Walton League of America,
Red Rose Chapter
Kinsey Outdoors
Kutztown University
Ned Smith Center for Nature and Art
PA Department of Environmental Protection
Pennsylvania Fish and Boat Commission
Pennsylvania Game Commission
Pennsylvania Outdoor Writers Association
Pennsylvania State University
Penn State Extension
Quality Deer Management Association,
PA Council and Chapters
Ruffed Grouse Society
The Wildlife Society, PA Chapter
Texas Brigades
Pennsylvania Council of Trout Unlimited
Trout Unlimited, Lloyd Wilson Chapter
Trout Unlimited, Spring Creek Chapter
Tylersville State Fish Hatchery, Clinton County
United Bowhunters of PA
USFWS, Northeast Fishery Center
U.S. Army Corps. of Engineers

INSTITUTE BOARD OF DIRECTORS & STAFF

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Gary Wessner

Katie Cassidy
Program Assistant

Elmer Ebling

David Keim
Treasurer

James Brett
Honorary Director

WILDLIFE LEADERSHIP ACADEMY ADVISORS

Academy Advisors provide support and input on program development, implementation, and long-term sustainability. The Pennsylvania Drummers field school Advisory Team is in development.

General Advisors

Mark Banker, Appalachian Forest Consultants

Mike Watson, Richard King Mellon Foundation – retired

PA Bucktails Advisory Team

Dr. Gary Alt, Normandeau Associates

Dr. Chris Sacchi, Kutztown University

Wayne Sierer, Wilson High School Faculty – retired

Lisa Smith, private consultant and ecologist

Tim Smail, Quality Deer Management Association, PA Council

Kim VanFleet, Dickinson College

PA Brookies Advisory Team

Amidea Daniels, PA Fish and Boat Commission

Bob Carline, Penn State – retired

Greg Hoover, Penn State Extension

Mike Klimkos, Rivers Conservation & Fly Fishing Youth Camp

Scott Koser, Clinton County Conservation District

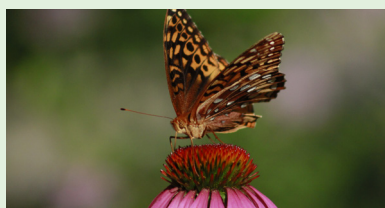
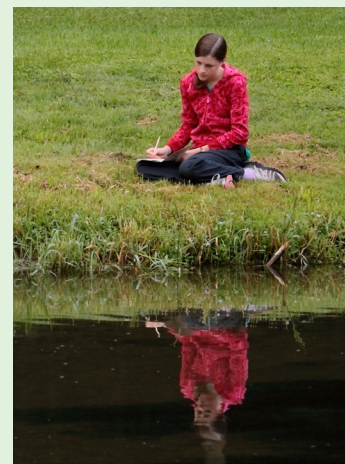
Samantha Kutschel, Pennsylvania Council of Trout Unlimited

Sandy Strausser, Pennsylvania Council of Trout Unlimited

Ken Undercoffer, Pennsylvania Council of Trout Unlimited

Katie Ombalski, Clearwater Conservancy

Coja Yamashita, PA Fish and Boat Commission



Connecting People, Nature and Community

The official registration and financial information of Pennsylvania Institute for Conservation Education may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1(800)732-0999. Registration does not imply endorsement.

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